Kayla's story

Scenario sheet

YOUR DATA MATTERS

Highlight anything in the story below that you think might be breaking the Children's code.

Kayla's story

Kayla is 14 and registers for an account on Skroll, a new social media platform that her friends are using. To sign up she provides her name, age, gender and email address.

On the way to school she uploads a selfie and tags her friends to let them know that she has a Skroll account now. When it uploads, Kayla notices that the photo has been automatically tagged with her location. By the time she has reached school, the photo has lots of likes, including from people she doesn't know.

After school, Kayla follows her favourite influencer, who has a new paid partnership with a trainer brand. Kayla clicks on the picture and is taken to the brand's website.

Over the next few days Kayla keeps receiving lots of adverts for similar trainers.

Kayla needs to get a big piece of work done for school, so she decides to take a break from Skroll. That evening she receives a notification from the app saying, 'We have missed you on Skroll. Check out what your friends have posted today!'.

She clicks on the app's privacy policy to understand how it's using her personal data but it's really long and complicated, so she gives up.

Discuss with your pair:

1. How might Kayla feel when she receives lots of adverts based upon her browsing history? Why do you think she feels this way?

2. Why do you think the app sent Kayla a notification? Do you think this is compliant with the Children's code?

3. What would you advise Kayla to do in this situation?

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